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ABSTRACT

This report, one of two investigations into the use of public television and radio requested by the Corporation for Public Broadcasting and prepared by their Office of Communication Research, compares the demographic characteristics of the public-television viewer and the public-radio listener. Data gathered in the 1976 Roper Reports, which provided a total of 4,004 completed interviews, were used as a source of information. Data about television viewers were based on the responses of 1,927 individuals who claimed to view one or more public television programs during the previous four weeks, while information concerning radio listeners was gathered from 199 respondents who claimed to listen to one or more public radio stations during an average seven-day period. Generally, statistical comparisons indicated that a larger percentage of the television audience is female, that the radio audience has a higher percentage of listeners who have college education or more and who hold executive and professional positions, that television audiences have a higher percentage of viewers with children under age 13 and with family incomes ranging between $12,000 and $18,000, and that radio audiences have a higher percentage of male listeners. (KS)

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THE ROPER SURVEYS: A CPB SPECIAL REPORT

Report # 1

" Public Radio and Television Audiences"

Prepared

by

Office of Communication Research

CORPORATION FOR PUBLIC BROADCASTING

December 1976

CS 501 600

THE ROPER SURVEYS: A CPB SPECIAL REPORT

Report # 1

"Public Radio and Television Audiences"

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In Report #1, we have chosen to compare the demographic characteristics of the Public Television viewer and Public Radio listener. A comparative table of data follows:

Characteristics	% of Total Sample	% of Audience Public TV	% of Audience Public Radio
Male	47.8%	46.2%	52.8%
Female	52.2	53.8	47.2
Ages 18-29	28.9	31.7	28.1
30-44	26.5	27.3	33.7
45+	44.5	41.0	38.2
Race-white	87.7	90.6	85.4
Democrat	47.1	44.2	45.2
Republican	22.3	23.9	24.6
Protestant	60.0	55.3	51.3
Catholic	26.1	30.2	26.6
Education Level-College	30.3	38.9	52.8
Executive/Professional	11.4	14.3	22.6
White Collar	14.7	15.8	13.6
Blue Collar	26.1	21.4	22.6
Have Children Age 12 or Below	36.5	40.7	32.7
Annual Family Income:			
Under $12,000	47.6	40.8	40.7
$12,000 - $17,999	27.1	29.0	24.6
$18,000 and Over	22.9	28.4	32.7
Reside in Top 25 Markets	39.2	44.6	49.2
Total Viewers (Claimed-4 weeks)	48.1	100.0	--
Total Listeners (Claimed-1 week)	5.0	--	100.0

SOURCE: Roper Reports 76-2 and 76-5 (January and May, 1976). Combined total sample 4,004 completed interviews. Reports were combined in order to increase base cases of Public Radio listeners.

TV DATA: Based on 1,927 respondents who claimed viewing one or more PTV programs during the previous 4 weeks.

RADIO DATA: Based on 199 respondents who claim listening to one or more Public Radio stations during an average 7 day period.

The percentages shown under the Television and Radio columns represent the percent of total audience attributable to each demographic group (i.e., 46.2% of the persons who claimed PTV use were male). Data listed under the heading "% of Total Sample" show the distribution of all respondents by demographic group.

Two limitations of the data should be noted. The specific questions used in the Roper Surveys yield estimates of Public Television and Radio audiences based on unspecific viewing or listening as claimed by respondents. This departs from a more widely used method of requiring station, program and time period information before classifying the person as a "viewer" or "listener". In addition, the data as reported by Roper are based on unweighted responses and are, therefore, influenced by the number of respondents within each demographic group. Roper samples, however, are drawn to be representative of socio-economic and sex/age characteristics of the general population and, therefore, the percents shown should provide an indicative picture of the Public Television and Radio audience.

The intent of providing the data as displayed above is to permit an easy comparison of the audiences by major demographic groups. Using the table, the following can be readily seen:

- A larger percent of the Television audience is female.

- Radio has a significantly higher percent with persons having college and above levels of education and holding executive and professional positions of employment.

- Television has a higher percent with persons who have children age 12 and below.

- Radio has a higher percent with persons 30 to 44 years of age.

- A larger percent of the Television audience is comprised of persons with family incomes between $12,000 and $18,000.

- The Television audience closely resembles total sample percents for male and female, while Radio shows skewing towards males.

Direct comparisons like these can be made of the two audiences since both columns of data were derived from the same samples. The user when making comparisons, however, should consider intra-relationships that may exist between demographic groups. For example, Radios larger percent of males within their audience may affect its percentages in other groups.

Information for other demographic groups can be found in the attached summary. In the summary, besides showing viewers and listeners within each demographic group as percentages of total viewers and listeners, viewers/listeners are shown as percentages of total respondents. When expressed as a percent of all respondents, the data indicate the "reach" of Public Television and Radio within each group based on the claimed viewing and listening.

Additional Roper information providing more detailed estimates of the composition of Public Broadcasting audiences is available and can be obtained by contacting the Office of Communication Research. Other facets of the data being obtained by OCR from the Roper Surveys will be highlighted in future mailings.

ANALYSIS OF PUBLIC TELEVISION AND RADIO AUDIENCES BY DEMOGRAPHIC GROUP (ROPER REPORTS 76-2 & 76-5)

DEMOGRAPHIC GROUP	TOTAL SAMPLE	TELEVISION VIEWERS (CLAIMED)	TELEVISION % OF SAMPLE	TELEVISION % OF AUDIENCE	RADIO LISTENERS (CLAIMED)	RADIO % OF SAMPLE	RADIO % OF AUDIENCE
SEX: Male	1915	890	46.5	46.2	105	5.5	52.8
Female	2089	1037	49.6	53.8	94	4.5	47.2
AGES: 18-29	1159	610	52.6	31.7	56	4.8	28.1
30-44	1063	527	49.6	27.3	67	6.3	33.7
45-59	973	441	45.3	22.9	42	4.3	21.1
60 +	809	349	43.1	18.1	34	4.2	17.1
ANNUAL FAMILY INCOME:							
Under $6,000	775	270	34.8	14.0	28	3.6	14.1
$6,000-11,999	1131	516	45.6	26.8	53	4.7	26.6
$12,000-17,999	1086	558	51.4	29.0	49	4.5	24.6
$18,000 and Over	918	547	59.6	28.4	65	7.1	32.7
RACE: White	3511	1745	49.7	90.6	170	4.8	85.4
Black	442	160	36.2	8.3	28	6.3	14.1
GEOGRAPHIC AREA:							
Northeast	969	526	54.3	27.3	54	5.6	27.1
Midwest	1094	589	53.8	30.6	56	5.1	28.1
South	1261	474	37.6	24.6	41	3.3	20.6
West	680	338	49.7	17.5	48	7.1	24.1
*MARKET SIZE:							
A	1571	859	54.7	44.6	98	6.2	49.2
B	1264	626	49.5	32.5	56	4.4	28.1
C	928	352	37.9	18.3	38	4.1	19.1
D	232	90	38.8	4.7	7	3.0	3.5
EDUCATION LEVEL:							
College	1214	749	61.7	38.9	105	8.6	52.8
High School	2221	1016	45.7	52.7	84	3.8	42.2
Grade School	547	156	28.5	8.1	9	1.6	4.5

*"A" markets consist of all counties comprising the 25 largest metro areas. "B" markets consist of all counties that have a population of 150,000 or more or form part of a metro area having a population of 150,000 or more. "C" markets are counties having a population of 35,000 or more or form part of a metro area having a population of 35,000 or more. "D" markets are all remaining counties in the country.

DEMOGRAPHIC GROUP	TOTAL SAMPLE	TELEVISION VIEWERS (CLAIMED)	TELEVISION % OF SAMPLE	TELEVISION % OF AUDIENCE	RADIO LISTENERS (CLAIMED)	RADIO % OF SAMPLE	RADIO % OF AUDIENCE
OCCUPATION:							
Exec/Professional	456	276	60.5	14.3	45	9.9	22.6
White Collar	589	305	51.8	15.8	27	4.6	13.6
Blue Collar	1045	412	39.4	21.4	45	4.3	22.6
RELIGION:							
Protestant	2402	1066	44.4	55.3	102	4.2	51.3
Catholic	1044	581	55.7	30.2	53	5.1	26.6
POLITICAL AFFILIATION:							
Democrat	1887	851	45.1	44.2	90	4.8	45.2
Republican	894	461	51.6	23.9	49	5.5	24.6
Independent	1060	547	51.6	28.4	32	3.0	16.1
POLITICAL PHILOSOPHY:							
Conservative	1628	753	46.3	39.1	78	4.8	39.2
Moderate	1244	589	47.3	30.6	55	4.4	27.6
Liberal	925	513	55.5	26.6	59	6.4	29.6
UNION MEMBERS:	606	266	43.9	13.8	31	5.1	15.6
HAVE CHILDREN:							
Age 12 or below	1460	785	53.8	40.7	65	4.5	32.7
Age 13 to 18	813	373	45.9	19.4	47	5.8	23.6
MARITAL STATUS:							
Married	2878	1459	50.7	75.7	131	4.6	65.8
Single	533	254	47.7	13.2	35	6.6	17.6
TOTAL	4004	1927	48.1	100.0	199	5.0	100.0

NOTE: The sum of the data reported for each category will not equal the total sample in all cases, because some sub-groups have not been reported here and because of "don't know/ no answer" type responses.

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